MARKETING PROPOSAL

Elise provided an overview of the marketing proposal. Tom, Janet, Anne Matthews and Shawn H and Elise met on a new marketing proposal. She indicated that the local vendors didn’t really meet the College’s needs. With social media, marketing has become more difficult to reach the targeted audiences. Money is being pooled to help attract students to campus and reach diverse audiences, providing a cohesive message between both campuses.

Four responses were received. DHX appears to meet the College’s needs. They are experienced with colleges in bringing the marketing message to campuses to be the most efficient. If we aren’t selling what we say we are selling all the marketing in the world is useless.

Janet shared that our online presence is huge. She indicated that it was very important to understand how our website visitors journey through the process and where obstacles come up that hinders it.

Marketing Culture – There has to be an internal process to educate campus on what the College’s marketing message is. Tom indicated that there has to be a commitment on the campus to complete the process. If the marketing drives potential students to a desired place and then individuals on campus can’t fulfill the students’ needs all the work is nullified.

The College has money earmarked for advertising, but we don’t necessarily want to spend all of it with this one company. The consistency in services and experiences once a student arrives is crucial. This company offers analytics that will be helpful.

Decisions need to be made in determining the company that we want to work with over the next three to five years.

Tim stated that having a set marketing campaign (internal and external) would be helpful so that the campus is aware. He suggested that the advertising campaign include spot ads in the areas where our recruiters are scheduled to visit.

DHX wants to collect examples of what is being done across campus in marketing classes, workshops, etc.

Elise shared that the company reps stated that when they visited campus recently they felt it was like a 4-year private atmosphere in a 2-year setting. Tom indicated that this ‘feel’ is what the recruiting area has been selling for years and that it was easy to sell face-to-face, but not as easy in marketing through other methods.

360 EVALUATIONS

Jan followed-up on the information that was discussed at the last meeting. She reiterated that the performance evaluation form would be used for all MASSC not receiving 360 evaluations. A short training is planned at the next
Managers meeting as well as another for supervisors not in attendance. Laurie suggested that written guidelines be posted as well for follow-up purposes.

Discussion occurred on changing the wording or just using colors.

- Achieved (Green)
- Acceptable (Yellow)
- Not Yet Met/In Progress/Not Yet Achieved (Red) – (It’s important to provide explanation if this category is selected)

**JENZABAR UPGRADES TO 5.5**

Rocky and Cari shared how the upcoming upgrade will roll-out.

Cari provided an overview on the Jenzabar process. She indicated that Jenzabar rolls out two major releases each year (June and December). In the interim, there are patches or regulatory updates. IT tries to rollout the upgrades at times with the less disruptions for online classes, payroll, financial aid disbursement, grading, registration times, graduation degrees, etc. and must takes into account the available staffing.

Enhancements or changes to the system were discussed. The major part of the enhancement is surrounding student registration. Students will be notified when a student’s class doesn’t apply to their FA. It was noted that advising trees need to be correct to implement this enhancement properly. She requested feedback on advising trees. Tom suggested that information be shared with advisors so that they are aware that the trees were now working properly and be encouraged to use them. Developmental Education – Similar to what we do with our testing scores now. We can create levels. Institutional Email address will be required. Cari doesn’t expect a huge impact on the financial side.

Each module of Jenzabar has a manager or multiple managers. Module managers need to verify that their area is working properly even if nothing changed in the area as other areas may have that could have an effect on them.

Rollout will be during spring break or in June. Ross expressed concern with doing the upgrade during spring break. However, Shawn L recommended spring break.

Priority List – IT needs to know the top priorities are for campus. Departments submit priorities and then IT meets with the Jenzabar Users Group every 2-3 months to make sure they are meeting requests in a timely manner.

Main Module Managers:

- Admissions – Tom and Barb
- Advising – Anna M, Shawn L and Cindy H (Patrick when it comes to training)
- Registration – Shawn L, Anna M, Tom and Jeff
- Student Affairs – Jeff and Vickie B
- Accounts Receivable – Shawn L and Frances K
- Accounts Payable – Kathy, Leigh and Cheri
- Configuration Staff - Deb
- Fixed Assets – Kathy and Leigh
- Business Office – Kathy, Leigh and Cheri
- Development – Elise
- PowerFAids – Avena
- Financial Aid – Avena
- Payroll/Personnel – Jan, Lisa and Anne

Module managers have authorization to call Jenzabar directly. New module managers will have to be certified so when someone is vacating their position, it will be important that their replacement be trained properly so that they can be certified as well. Priority tasks should go through a module manager. Discussion occurred on obtaining a list of the outstanding priority items.
ACCREDITATION

Ross noted that the report would be submitted next month and that a complete draft would be disseminated for review next week for feedback from managers. Tom and Robin are working on Part 1; Robin is working with Zita on Part 2. This is a new report so we are viewing other examples (i.e., Treasure Valley, Central and a Washington school). Arrangements are underway for the site team’s visit.

Revisiting the three levels to determine more positive verbiage:

- Achieved (Green)
- Acceptable (Yellow)
- Not Yet Met/In Progress/Adjustments Needed (Red)

BUDGET

Bill shared that the Legislature was in session, that Leigh was busy with budget training, and that managers are currently working with departments on budgets. Work is underway to tighten up the current year’s projections to determine the Ending Fund Balance. The 2015-16 budget is a rollover budget, with issues needing resolved for unbudgeted items, fixed costs, etc.

Patty shared information on some bills concerning:
- FT faculty teaching in prisons/jails
- HECC directed work group on universities to awarding associates degrees
- Community college districts using uniform budgeting accounting systems
- Counting all exempt personnel as administrators at community college and universities

Jan shared information on some HR bills concerning:
- Minimum wage increase
- Unpaid leave for fire fighters

Outcomes funding is coming. SWOCC is not the biggest loser, but we aren’t winners either. We need to budget conservatively in 2016-17. We don’t do well on progression or completion compared to our peers. It’s not a funding formula – it’s a distribution formula with 70% based on enrollment; 30% based on outcomes.

Initial data has us losing the amount of money that we would actually gain if funded at the higher levels.

The HECC is wanting to steamroll ahead and they don’t seem to care what the impact it will have. Coastal colleges will lose big. Oregon Coast and Tillamook won’t survive.

Autoawarding – Shawn L stated that they award everything they can based on a student’s graduation application. Problem - OCCI is 13% of the College’s FTE. If a student doesn’t complete the degree they don’t count. Several of their courses are not college level. Only about 20% actually get a degree. If we can get the certificate in place that doesn’t include the academics and externship it will be helpful.

HECC cares about 40-20-20 and transferring – not CTE and developing a workforce.

If the zero credit certificate goes through it would be a good thing. GED isn’t on there right now.

NEXT MEETINGS

- March 3
- April 7
- May 5
- June 2